



**Selling to the Federal  
Government  
Maria Galloway  
Procurement Center Rep**

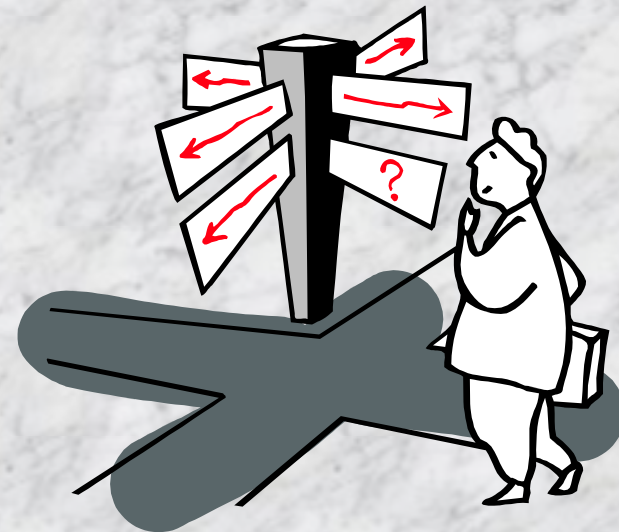


## *First Thing To Do*

- Obtain a Data Universal Number System (DUNS) Number

[www.dnb.com/us](http://www.dnb.com/us)

- *DUNS Number can be obtained free-of-charge at time of CCR registration (see next slide)*







## *Register Your Business*

- Central Contractor Registration Database (CCR)
  - Keep Current (Update yearly at minimum)  
[www.ccr.gov](http://www.ccr.gov)
- Online Representations and Certifications Application (ORCA)  
<https://orca.bpn.gov/>



## *Know the Federal Contract Certifications*

- **Self-Certifications**

- Small Business – **NAICS Codes**

- Woman-owned Business

- Veteran-owned Business

- Service Disabled Veteran-owned Business

- **Formal Certification Programs**

- 8(a) Business Development

- HUBZone

- WOSB (New Set-Aside Repository)





## *Formal Certifications*

- **Requires SBA Approval**
  - **8(a)** - Socially and economically disadvantaged firms enrolled in a 9-year business development program.
  - **HUBZone** - Small businesses located in areas identified as historically underutilized business zones, and with 35% of its employees living in HUBZones.
  - ♦ **WOSB**—Can be self-certification, however, rules being developed concerning adherence to registering in approved WOSB Repository



*8(a)*

### **SBA 8(a) program**

- Applies to all purchases
- Must be certified by the SBA
- Non-competitive and competitive program
- 9-year term - no renewals
- All 8(a) firms are SDBs
- Award must be made at fair market price
- FAR 19.8





# *HUBZone Program*

## **HUBZone Program**

- Applies to purchases over \$3,000;
- Must be certified by SBA - no term limits;
- Recertification required every 3 years;
- Competitive and sole-source program benefits;
- 10% price evaluation preference
- Principal office must be in a HUBZone
- 35% of employees must live in a HUBZone
- FAR 19.13





## ***Veteran's Program***



### **Service Disabled Veteran Owned Small Business**

- Applies to purchases over \$3,000
- Self Certified on CCR
  - VA determines Service Disability
- No term limits
- Competitive and sole-source program benefits
- Subcontracting and Prime Contracting goals
- FAR 19.14





## *Know the Rules*

- Federal Acquisition Regulations (FAR)  
[www.arnet.gov/far](http://www.arnet.gov/far)
- Subpart 8.4 – Federal Supply Schedules
- Part 13 – Simplified Acquisitions
- Part 14 – Sealed Bidding
- Part 15 – Contracting by Negotiation
- Part 19 – Small Business Programs





## *Finding Prime Contract Opportunities*

- Research Past Purchases
  - GSA Federal Procurement Data Center  
<https://www.FPDS.gov>
  
- Identify Current Procurement Opportunities
  - Federal Business Opportunities (FBO)  
[www.fbo.gov](http://www.fbo.gov)





# *FedBizOpps*

## Identify Opportunities – Follow the Money



The screenshot shows the FedBizOpps website homepage. The header features the "FedBizOpps" logo and the tagline "Federal Business Opportunities" against a background of the US Capitol dome and an American flag. The main content area is divided into three columns. The left column contains navigation links under star icons: "Find Business Opportunity" with a search box, "General Information" with links to Section 508 Vendor Notice, Interface Description, Management Responsibility, and Frequently Asked Questions; "Privacy and Security Statement" with a link to the statement; and "FedBizOpps News" with a link to "What's New?". The center column contains a paragraph describing FedBizOpps.gov as the single government point-of-entry for federal procurement opportunities over \$25,000, and two buttons labeled "BUYERS" and "VENDORS". The right column contains a "Related Links" section with a list of links including DEMO FBO, DoDBusOpps, Federal Agency Business Forecas, Federal Assets Sales, Federal Commons, Firstgov, Minority Business Development Agency, SUB - Net(Sub-K Opps), and Vendor Registration.

**FedBizOpps**  
Federal Business Opportunities

★ **Find Business Opportunity**

★ **General Information**

- ▶ Section 508 Vendor Notice
- ▶ Interface Description
- ▶ Management Responsibility
- ▶ Frequently Asked Questions

★ **Privacy and Security Statement**

- ▶ Privacy and Security Statement

★ **FedBizOpps News**

- ▶ What's New?

FedBizOpps.gov is the single government point-of-entry (GPE) for Federal government procurement opportunities over \$25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps via the Internet. Through one portal - FedBizOpps (FBO) - commercial vendors seeking Federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire Federal contracting community.

**FedBizOpps**  
**BUYERS**

**FedBizOpps**  
**VENDORS**

★ **Related Links**

- ▶ DEMO FBO
- ▶ DoDBusOpps
- ▶ Federal Agency Business Forecas
- ▶ Federal Assets Sales
- ▶ Federal Commons
- ▶ Firstgov
- ▶ Minority Business Development Agency
- ▶ SUB - Net(Sub-K Opps)
- ▶ Vendor Registration

[www.fedbizopps.gov/](http://www.fedbizopps.gov/)



## *Finding Subcontracting Opportunities*

- Subcontracting Opportunities  
Directory of Large Prime Contractors  
[www.sba.gov/gc/sbsd.html](http://www.sba.gov/gc/sbsd.html)
- SUB-Net  
<http://web.sba.gov/subnet>





*SUB-Net*

<http://web.sba.gov/subnet/>





## *Federal Supply Schedules*

- Investigate Federal Supply Schedule (FSS) Contracts
- Become a GSA schedule contractor

[www.gsa.gov](http://www.gsa.gov)





## *Joint Ventures & Teams*

- Investigate Joint Venture/Teaming Arrangements
  - Excluded from affiliation – 13 CFR 121.103(f)(3)
  - “bundled” requirement
  - other than a “bundled” requirement



## *Market Your Firm*

- Present your capabilities directly to the federal activities and large prime contractors that buy your products and services
- Attend procurement conferences and business expos
- Attend Business Matchmaking events





## *View Solicitations*

- Request or download a bid package
- Obtain copies of relevant specifications & drawings
- Understand relevant purchasing regulations
- Federal Acquisition Regulations:
  - Micro-purchases (under \$3,000)
  - Simplified Acquisitions (under \$150,000)
  - Bids & Proposals (over \$150,000)
- Contract clauses



## *Prepare Your Offer*

- 3 Rules for a solicitation:
  - Read it...Read it...Read it!!!*
- Request a Procurement History
- Attend Pre-Bid Meetings & Walk-Throughs
- Get clarification of ambiguities
- Proofread your proposal
- Submit it on time!







## *Contract Award*

- Are you Responsive?
- Are you Responsible?
  - Pre-Award Survey: Technical capability & production capability
  - Quality Assurance (QA)
  - Financial: accounts receivable, net worth, cash flow
  - Accounting System
  - System for Qualifying Suppliers
  - Packaging, Marking, Shipping





## *Contract Performance*

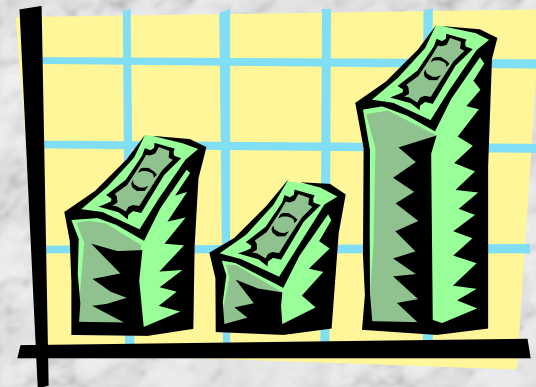
- Contingency Plans
- Have a back up plan if something goes wrong
- Give yourself enough time to react
- Anticipating Final Inspection
- Make an appointment before shipping date
- On-Time delivery
- Establish a good track record





## *Getting Paid*

- Know the paperwork process
- Keep good records
- Know your options
  - Progress payments
  - Prompt Payment Act
- EFT (electronic funds transfer)
- Accept government credit cards





## *Seek Additional Assistance*

- **Procurement Technical Assistance Center (PTACs)** [www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm)
- **Small Business Specialists**  
[www.acq.osd.mil/sadbu](http://www.acq.osd.mil/sadbu)
- **Local District Offices and Resource Partners**  
[www.sba.gov](http://www.sba.gov)
  - **Local Small Business Development Centers**
  - **SCORE** [www.score.org](http://www.score.org)
  - **Women's Business Development Centers**  
<http://www.onlinewbc.gov/>





## *SBA Assistance Programs*

- Federal Agency Contract Goal Program
- Procurement Marketing (FBO & SUB-Net)
- Certificate of Competency Program (COC)
- Size Program – NAICS Information
- E-Business Institute



# *E-Business Institute*

Online Courses

National Training  
Events

Library

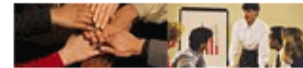
Entrepreneurial  
Development

Web Events

Women's  
Business Centers

Home

## ONLINE COURSES, WORKSHOPS & GUIDES



Knowledge is power! Improve your ability to compete by participating in one or more of the short, self-paced courses and workshops listed below.

### ▶ STARTING A BUSINESS

1. [Entrepreneurship: Starting & Managing Your Own Business](#)
2. [How to Start a Small Business](#)
3. [Self Assessment: Understanding Your Skills & Needs](#)
4. [Identify Your Target Market](#)
5. [The Business Plan](#)
6. [El Plan Commercial \(The Business Plan – Spanish\)](#)
7. [Business Plan Workshops](#)
8. [Start-up Costs Tool](#)
9. [Business Basics: Getting Started](#)

### ▶ BUSINESS MANAGEMENT

1. [Building Your Business](#)
2. [Business Mentoring](#)
3. [Entrepreneurship: Starting](#)

### ▶ FRANCHISING

1. [Franchise Directories & Evaluation](#)
2. [Is Franchising for Me?](#)
3. [IFA University](#)

### ▶ INTERNATIONAL TRADE

1. [Online Guide to Exporting](#)
2. [Trade Mission Online](#)
3. [A Primer on Exporting](#)
4. [International Business Opportunities](#)

### ▶ EMPLOYEE MANAGEMENT

1. [Benefits, Compensation & Wages](#)
2. [Employee Handbook](#)

### ▶ FEDERAL & STATE RESOURCES

Find online business counseling and training at:  
[www.sba.gov/training/index.html](http://www.sba.gov/training/index.html)





## *Helpful Web Sites*

- DOD Small & Disadvantaged Business Utilization Office

[\*www.acq.osd.mil/sadbu/\*](http://www.acq.osd.mil/sadbu/)

- Procurement and Technical Assistance Centers

[\*www.sellingtothegovernment.net\*](http://www.sellingtothegovernment.net)

- Small Business Development Centers

[\*www.sba.gov/sdbc/\*](http://www.sba.gov/sdbc/)



## *More Helpful Web Sites*



**U.S. Small Business Administration**

About SBA

SBA Programs

Your Local SBA

SBA News

Subscriptions

Forms

Library

- **SBA's Home Page:** [www.sba.gov](http://www.sba.gov)
- **Government Contracting:**  
[www.sba.gov/GC](http://www.sba.gov/GC)

Site includes links to all major government contracting programs discussed here plus much, much more.





## *Things To Remember*

- **TARGET YOUR CUSTOMER:** Who buys your product or service? How do they buy?  
When do they buy?
- **KNOW THE RULES:**  
  
Federal Acquisition Regulations  
Contract requirements and specifications  
How to obtain Contract history
- **PERFORM AS PROMISED:** On-time delivery,  
Good Quality, at a Fair Price